FEDERAL TRADE COMMISSION NEWS

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For further information call:
David H. Buswell
Office of Public Information
(202) 962-7144

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FTC SUSPENDS PROCEEDING TO REQUIRE DISCLOSURE OF TAR AND NICOTINE CONTENT IN CIGARETTE ADVERTISING AFTER INDUSTRY AMENDS VOLUNTARY PLAN

On October 23, 1970, eight major members of the tobacco industry submitted to the Commission a voluntary plan for the disclosure of tar and nicotine content in cigarette advertising. The Commission announced its receipt of the voluntary plan, placed it on the public record, postponed the scheduled public hearing on a proposed trade regulation rule covering the same subject and published notice of the foregoing in the Federal Register. Fifteen comments were received from the public.

Following discussions between representatives of the industry and the Commission's General Counsel, the voluntary plan was amended by the industry members in several respects favorable to the public interest.

After considering the public comments and the tobacco industry's amended plan, the Commission has determined to suspend indefinitely the proceeding for a trade regulation rule covering disclosure of tar and nicotine content in cigarette advertising. It appears to be in the public interest to afford the tobacco industry an opportunity to implement the letter and the spirit of the amended plan which it has proposed. In taking this action the Commission is retaining the unconditional right to reschedule the trade regulation rule proceedings and to take any other action relating to this subject at any time it deems such action to be necessary or desirable in the public interest.

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Source: https://www.industrydocuments.ucsf.edu/docs/nqlk0000

The Commission believes that if the amended plan operates satisfactorily, the public will, at the earliest possible time, be informed of the tar and nicotine content of cigarettes. In addition, the Commission will be able to employ substantial manpower and funds which would otherwise have been devoted to hearings and court proceedings to dealing with the serious problems relating to cigarette advertising.

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